

Overview of Senior Manager Media Relations and Issues Management

POSITION SUMMARY

Reporting to the Director, Brand and External Communications, the Senior Manager, Media Relations and Issues Management develops media and public affairs plans and strategies in accordance with the business goals and strategic objectives, and works closely with the Communications management team in managing their implementation.

Provide strategic communications counsel, support and advice to Executive and senior management in managing high-profile, contentious issues with the media and the public, and also provides senior level advice and support to senior management regarding communications planning, public relations, public consultation and community relations. In fulfilling the role, the Manager supervises a team of staff, oversees project teams and contractors.

MAJOR RESPONSIBILITIES

1. Collaborates with the Communications leadership team in the identification and assessment of the strategic communications needs, and contributes to the development of comprehensive and proactive communications strategies, programs and best practices in meeting the organization's business goals and objectives.
2. Develops proactive and innovative media and public affairs strategies and works closely with the Communications leadership team in leading the implementation of a range of media and public affairs activities.
3. Identifies and assesses a wide range of sensitive, emerging and high-profile issues, often of a highly confidential nature, and provides timely and effective communications counsel to the Executive and senior management in managing media issues and generating positive media coverage. Provides leadership, advice and assistance in developing media strategies to diffuse issues.
4. In collaboration with the Communications leadership team, provides advice and expertise to senior management regarding communications planning, public relations, public consultation and management of emerging communications issues. Provides senior level support regarding the development of internal and external communications strategies relating to a range of new operational initiatives, change management initiatives, community relations plans, and local development concerns.
5. Serves as official spokesperson in media interviews and at public venues, as determined by the Director.
6. Manages the planning, scheduling, coordination and implementation of media and public events and announcements to raise awareness of our programs and services.
7. Maintains, enhances and develops positive relationships with key decision makers in the news media at major markets outlets and at the community media level.
8. Monitors media, social media and relevant websites to identify issues and analyse public and media perceptions of key sector issues and priorities. This position develops issue notes and key messages in response to media issues and provides expert advice on advocacy and media relations activities.